

MEET CLAUDIA

By Rod

This is a take-off of the L'Oreal Elvive advertisements in which the punchline is 'Because you're worth it'. If a powerpoint is possible, authenticity can be added with suitable images/logos/etc. The biblical references are loosely based on Philippians 2:6-11, Romans 5:21 and 8.

CAST

Claudia A glamorous model. If Claudia Schiffer is not available then another substitute would do.

Voice Over Not seen

ON SCREEN MEET CLAUDIA

Enter Claudia. She is carrying a towel and is drying her hair as if she has just washed it.

CLAUDIA Hi, I'm Claudia.
I'm here to tell you, not so long ago my life was in a mess.
You may not believe it to look at me now but I was in a tangle.
My life was full of knots and split ends – going nowhere.
I felt dry and flat.
I tried all sorts of things but they never seemed to last.
None of them got to the roots of the problem.

But then a friend told me about this...

ON SCREEN *Adapted version of GARNIER logo*

O O O MAJESTIE

VOICE OVER From Laboratoire Majestie, a purifying agent that gives everlasting cleansing: Jesus

ON SCREEN *The word 'Jesus' appears followed after a slight pause by an adapted version of the L'Oreal Elvive logo.*

JESUS

**HE'S REAL
HE LIVES**

CLAUDIA I was looking for something – or someone – to revitalise me, to give me new life.
My friend told me about Jesus and all that he had done for me.
I'm not sure I understand it all, so I'll let an expert explain it to you.
Listen up – here's the bible bit.

VOICE OVER Jesus had the nature of God – He was God.
But, of his own free will he gave it up to take the nature of a servant.
He became a man and lived in human likeness.
He was humble and walked the path of obedience, all the way to death – his death on the cross.
And he did all this for you and me.
The fact that he conquered death, and lives on, shows that we too can have everlasting life through him.

CLAUDIA I decided to turn to Jesus, and I found that he did give me the cleansing I needed.
He has breathed new life into me.
He's real. He lives.
So why don't you give him a try – because you're worth it.

VOICE OVER God has shown us how much he loves us.

ON SCREEN *Suitable image of the crucifixion/passion or just a cross.*

VOICE OVER And why the cross?
Because to God you're worth it.

ON SCREEN *Under the previous image appear the words*

“TO GOD YOU'RE WORTH IT”